

Social Media for the Young Southeast Asian Leaders Initiative (YSEALI)



Project Title	Social Media for the Young Southeast Asian Leaders Initiative (YSEALI)
Project Summary	Create and research compelling content for use in digital media campaigns reaching 75,000+ members of the Young Southeast Asian Leaders Initiative (YSEALI).
Country	United States
Agency	Department of State
DoS Office	EAP/PD
Post	N/A
Section	N/A
Number of Interns	2

Project Description

Create and research engaging content for use in digital media campaigns reaching 75,000+ members of the Young Southeast Asian Leaders Initiative (YSEALI). YSEALI is the U.S. government's signature program to strengthen partnerships with emerging leaders in Southeast Asia; to expand their skills as effective civic, economic and non-governmental leaders in the region; and to encourage them to work together across borders to solve regional challenges. The Bureau of East Asia and Pacific Affairs, Office of Public Diplomacy (EAP/PD) will provide support and editorial oversight. The e-intern will research content to share on YSEALI's social media properties, and will develop original content to support the YSEALI digital strategy. Content may include written copy for email blasts and original social media posts, plus research on existing social media content to share with YSEALI members.

Desired Skills Interests

Skill
Independent
Research
Storytelling
Twitter
Facebook

Writing
Social Media
Self Motivated
Web Writing
Digital Media
Public Affairs
Strategic Communications

Additional Information

You'll report to the Digital Media Coordinator and YSEALI Coordinator in EAP/PD, and will be an important member of our team as we continue to build our digital diplomacy toolkit for YSEALI. Please familiarize yourself with YSEALI by viewing our website www.yseali.state.gov, Facebook page (Young Southeast Asian Leaders Initiative), and Twitter (@YSEALI). We're looking for students with some prior knowledge and interest in Public Diplomacy, Southeast Asia and/or the Association of Southeast Asian Nations (ASEAN). Above all, enthusiasm for digital diplomacy will be your greatest strength!

Language Requirements

None